



2026 IFAR CONFERENCE

9 FEBRUARY 2026
RIYADH, SAUDI ARABIA





POST-RACING INSIGHTS FROM THE OFF THE TRACK COMMUNITY

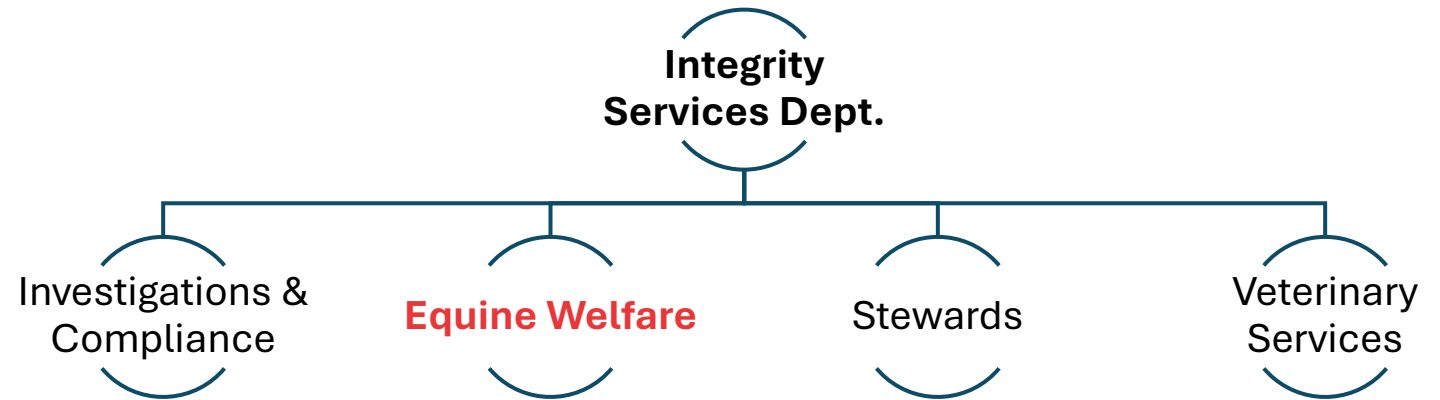
MELISSA WARE

General Manager – Equine Welfare
Racing Victoria



EQUINE WELFARE AT RACING VICTORIA (RV)

- RV is a PRA – responsible for integrity, welfare and promotion of the sport in Victoria.
- Equine Welfare sits within Integrity Services Dept – demonstrating how welfare is embedded within Integrity.
- Equine Welfare Dept aims to support horses **before, during and after racing**.



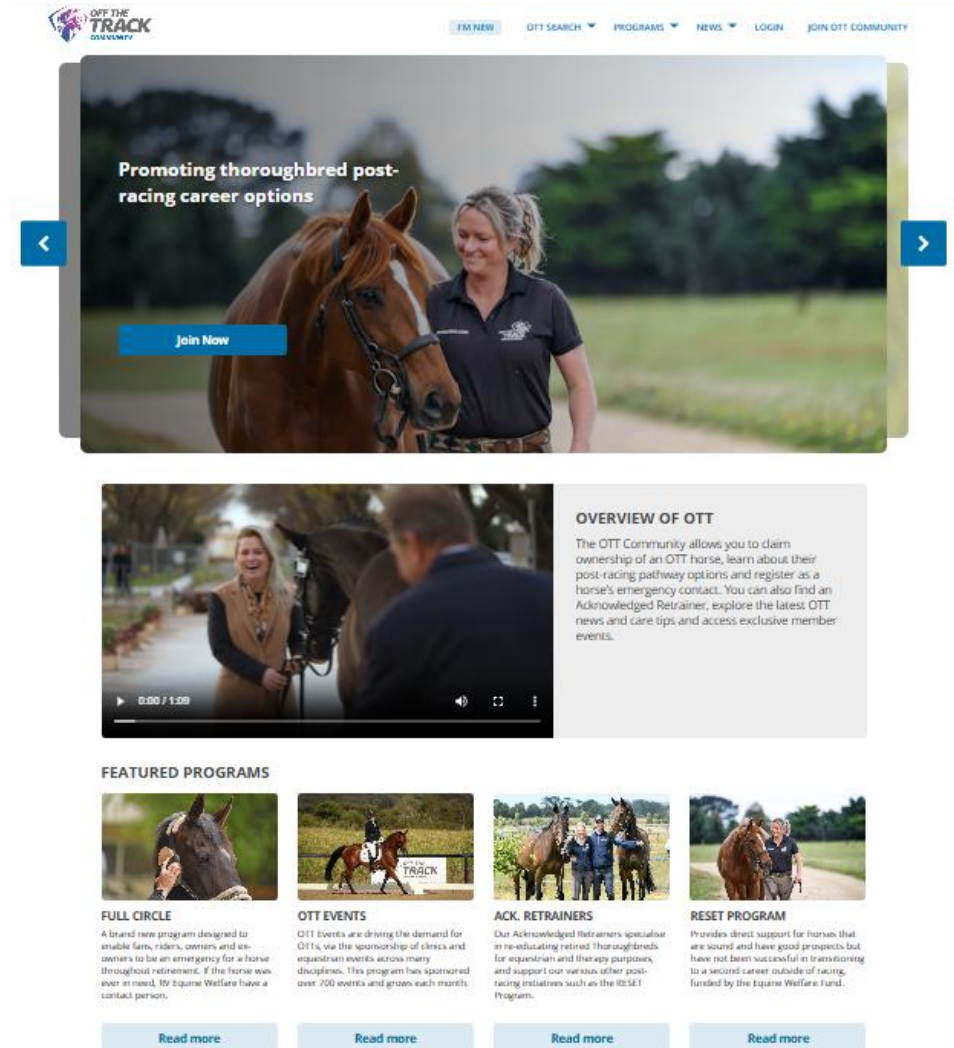
THE OFF THE TRACK COMMUNITY PLATFORM

WHY?

- Australia **does not have a National Horse Traceability System**;
- OTT Community was developed to help RV address the traceability gap.

HOW?

- OTT Community **receives daily updates** from Racing Australia;
- Platform is **an online, free to join, members based**, opt in website.



The screenshot shows the OTT Community website. At the top, there is a navigation bar with links for 'FM NEWS', 'OTT SEARCH', 'PROGRAMS', 'NEWS', 'LOGIN', and 'JOIN OTT COMMUNITY'. The main content area features a large hero image of a woman smiling next to a brown horse, with the text 'Promoting thoroughbred post-racing career options' and a 'Join Now' button. Below this is a video player showing a woman talking to a man next to a horse, with a play button and a progress bar. To the right of the video is an 'OVERVIEW OF OTT' section with a short paragraph. At the bottom, there is a 'FEATURED PROGRAMS' section with four cards: 'FULL CIRCLE', 'OTT EVENTS', 'ACK. RETRAINERS', and 'RESET PROGRAM', each with a small image and a 'Read more' button.

OTT COMMUNITY KEY MEASURES

7,300+
Claimed horses

~ 1,800*

Thoroughbreds retire from racing in
Victoria each year

12,100+
Platform Members

1 in 3*

Traced on the OTT Community in
their first-year post racing

3,730+
Full Circle contacts

12,000+

Thoroughbreds traced
in 5 years since the OTTC launched



*On average

HOW THE PLATFORM WORKS

1. Member **joins** OTT Community

Online sign up.
Search for
registered
Thoroughbred.

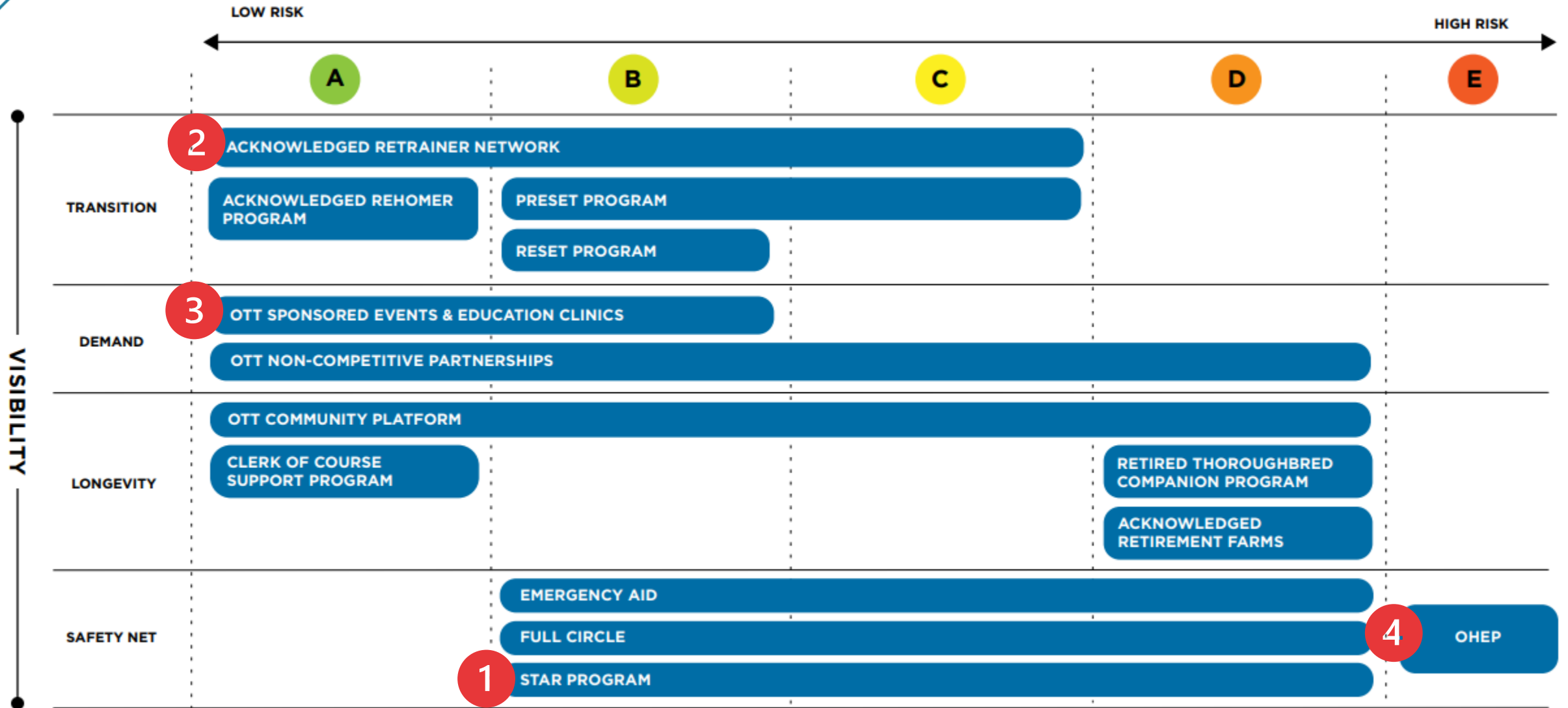
2. Submits a **Claim** form

Upload photos of
horse's brands.
Ownership &
address confirmed.

3. RV **reviews** 'Claim' form

RV checks the horse
record matches
Racing Australia.
Member now has
'Claimed' their
horse.

RV's POST RACING PROGRAM OVERVIEW



PLATFORM BENEFITS FOR KEY USER GROUPS

Racing Victoria

- Program management efficiencies
- Gap identification for developing new programs
- Enhanced reporting and governance

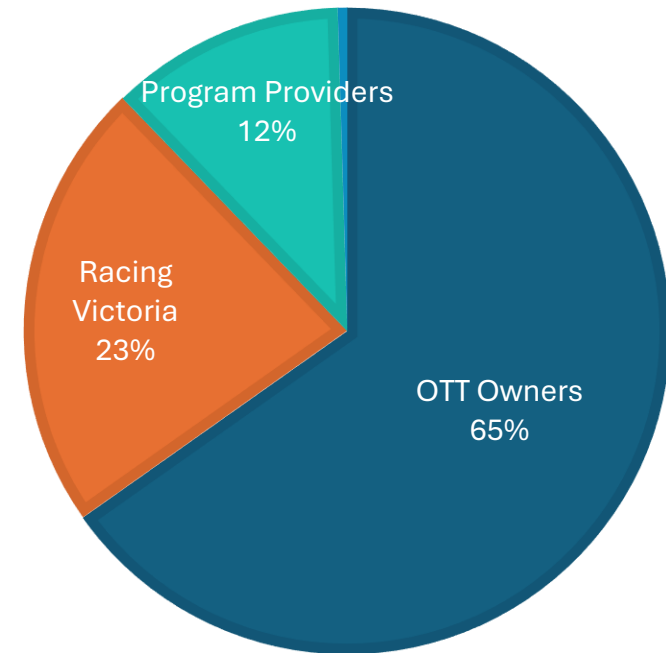
Program Providers

- Nomination and reporting in one centralised location
- Advertising directly to engaged audience

OTT Owners

- Tailored educational OTT content
- Access to 50+ OTT sponsored clinics and 220+ OTT events

WHERE DOES OUR DATA COME FROM?



Majority of updates are coming from the general public submitting **7,700+** forms on the Community.

A TOOL FOR TRACEABILITY

OTT Owners

- Horses 'claimed' on OTT Community

Post Racing Providers & Nominations for Programs

- Reporting horses whilst in an RV supported program

RV Auditing, Strategic Partnerships & Intel

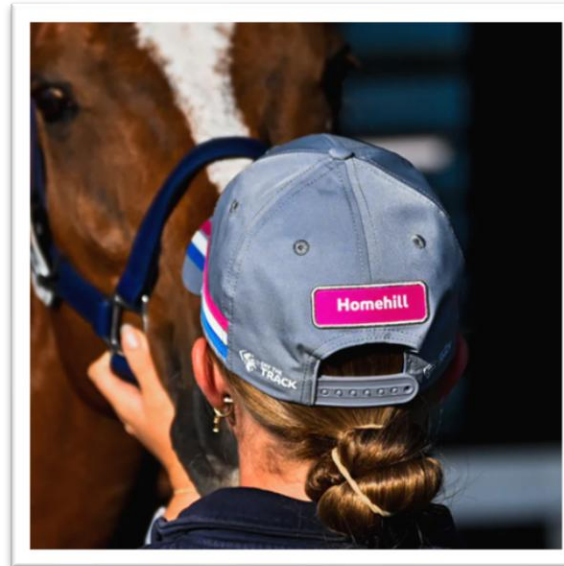
- Online sales auditing
- Internal RV audits
- Other PRA Intel via partnerships

OTTC Traceability Touch Point



COMMUNITY ENGAGEMENT

- Wall of Claim activation
 - Equitana
 - OTT Carnival
- OTT online store
 - Branded merchandise sales



41,000



21,000

CONCLUDING REMARKS

Start with what you
have available

We now have levels of traceability that were
unimaginable five years ago.
Meaningful progress **is possible.**

Community
Engagement

Your OTT Community is out there – and **they**
are committed to their horses.

Progress over
perfection

Just start, then evolve and improve.





THANK YOU